

## Questionnaire Management Guidelines

### Goals:

- One consolidated document to track all model and CQ changes throughout the life of the project
- Questionnaire always matches the live survey
- Easy and error-free way to submit CQ changes
- All changes tracked and reflected in one document (DOT will help)

### Questionnaire Resources:

- 1 [Questionnaire Design and Approval Process](#)
- 2 [Question Grouping Rules](#)
- 3 [OPS vs. Skip Logic Decision for "Other, Please Specify"](#)
- 4 [Model and Custom Question Checks \\_ SRA](#)
- 5 [Model and Custom Question Checks \\_ Team LeadManager](#)
- 6 [Model and Custom Question Checks \\_ DOT](#)
- 7 [Foreign Language Survey Instructions](#)



Model Instance Name:

MedlinePlus Mobile Site

MID: IVYN0wk15V0E0tVoRU4tRQ==

Date: Fill In Date



## Welcome and Thank You Text

### Directions:

This welcome text is shown at the top of the questionnaire window and the thank you text at the bottom. This is a good place to mention the site/company/agency name so the visitor knows whom they are taking the survey for. Feel free to modify the standard Welcome text shown in the box below.

### Welcome Text

Thank you for visiting our site. You've been randomly chosen to take part in a brief survey to let us know what we're doing well and where we can improve.

Please take a few minutes to share your opinions, which are essential in helping us provide the best online experience possible.

### Thank You Text

Thank you for taking our survey - and for helping us serve you better.

Please note you will not receive a response from us based on your survey comments. If you would like us to contact you about your feedback, please visit the Contact Us section of our website.

## Examples

### Welcome Text Example

The screenshot shows a web browser window displaying a survey page. The page title is "ForeSee Results Survey Page - Windows Internet Explorer". The URL is "http://www.foreseeresults.com/survey/display?cid=test&mid=0ltk0Fpkg100h5w". The page content includes the ForeSee logo, the title "Customer Satisfaction Survey", and a welcome message: "Thank you for visiting our site. You've been randomly chosen to take part in a brief survey to let us know what we're doing well and where we can improve." Below this is a request to share opinions and a note that required questions are marked with an asterisk. The first question is: "1: \*Please rate the ability to narrow choices to find the product(s) you are looking for on this site." The response options are a scale from 1 to 10, with "1=Poor" and "Excellent=10" labels, and a "Don't Know" option.

### Thank You Text Example

The screenshot shows a web browser window displaying a survey page. The page title is "ForeSee Results Survey Page - Windows Internet Explorer". The URL is "http://www.foreseeresults.com/survey/display?cid=test&mid=0ltk0Fpkg100h5w". The page content includes the ForeSee logo, the title "Customer Satisfaction Survey", and a welcome message: "Thank you for visiting our site. You've been randomly chosen to take part in a brief survey to let us know what we're doing well and where we can improve." Below this is a request to share opinions and a note that required questions are marked with an asterisk. The first question is: "1: \*Please rate the ability to narrow choices to find the product(s) you are looking for on this site." The response options are a scale from 1 to 10, with "1=Poor" and "Excellent=10" labels, and a "Don't Know" option. Below the question is a "Thank You Text Example" section with a "Cancel" button and a "Submit" button. The page footer includes "Copyright 2010 - all rights reserved" and links for "ForeSee Results", "Privacy Policy", and "Survey Support".

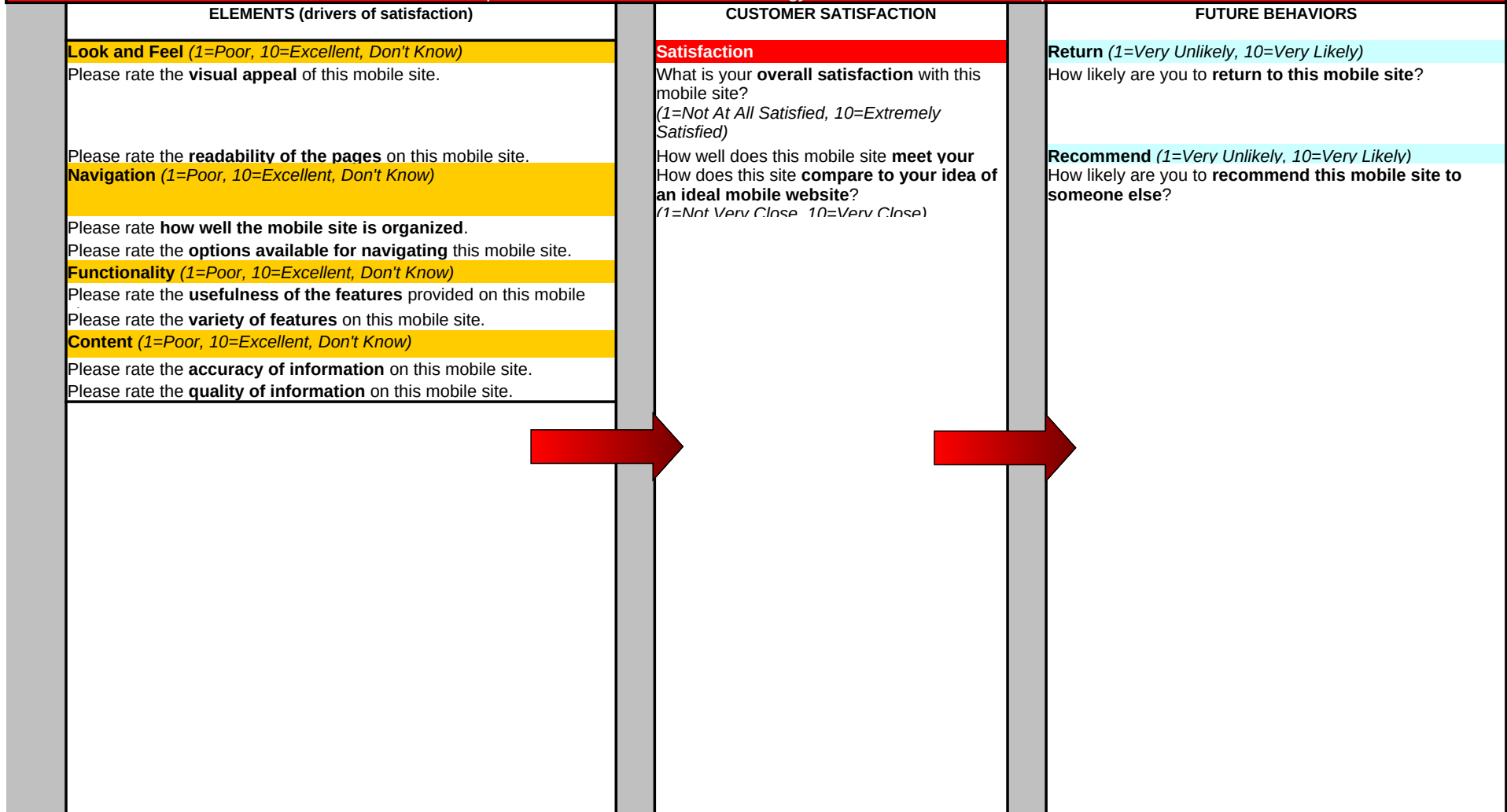
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Date: 10/6/2011



Model questions utilize the ACSI methodology to determine scores and impacts



Model Instance Name:  
MedlinePlus Mobile Site

MID: FkoI41JBEtM4ZU88RZN5Uw==

Date: 10/6/2011



Model questions utilize the ACSI methodology to determine scores and impacts

ELEMENTS (drivers of satisfaction)	CUSTOMER SATISFACTION	FUTURE BEHAVIORS
<b>Look and Feel</b> (1=Poor, 10=Excellent, Don't Know)	<b>Satisfaction</b>	<b>Return</b> (1=Very Unlikely, 10=Very Likely)
Por favor, evalúe el <b>atractivo visual de este sitio móvil.</b>	¿Cuál es su nivel de <b>satisfacción general con este sitio móvil?</b>	¿Cuán probable es que regrese a este sitio móvil?
Por favor, evalúe la <b>facilidad de lectura de este sitio móvil.</b>	¿Ha cumplido <b>este sitio móvil con sus expectativas?</b>	<b>Recommend</b> (1=Very Unlikely, 10=Very Likely)
<b>Navigation</b> (1=Poor, 10=Excellent, Don't Know)		
Por favor, evalúe la <b>organización de este sitio móvil.</b>		
Por favor, evalúe <b>las opciones de navegación disponibles en este sitio móvil.</b>	¿Cómo se compara <b>este sitio con su idea de un sitio Web móvil ideal?</b>	¿Cuán probable es que recomiende este sitio móvil a otra persona?
<b>Functionality</b> (1=Poor, 10=Excellent, Don't Know)		
Por favor, evalúe la <b>utilidad de las funciones de este sitio móvil.</b>		
Por favor, evalúe la <b>variedad de funciones de este sitio móvil.</b>		
<b>Content</b> (1=Poor, 10=Excellent, Don't Know)		
Por favor, evalúe la <b>exactitud de la información de este sitio móvil.</b>		
Por favor, evalúe la <b>calidad de la información de este sitio móvil.</b>		

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MedlinePlus Mobile Site

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ELEMENTS (drivers of satisfaction)	CUSTOMER SATISFACTION	FUTURE BEHAVIORS
<b>Look and Feel</b> (1=Poor, 10=Excellent, Don't Know)	<b>Satisfaction</b>	<b>Return</b> (1=Very Unlikely, 10=Very Likely)
Por favor, evalúe el <b>atractivo visual de este sitio móvil</b> .	¿Cuál es su nivel de satisfacción general con este sitio móvil?	¿Cuán probable es que regrese a este sitio móvil?
Por favor, evalúe la <b>legibilidad</b> <b>facilidad de lectura</b> de este sitio móvil.	¿Ha cumplido <b>este sitio móvil</b> con sus expectativas <b>el sitio móvil</b> ?	<b>Recommend</b> (1=Very Unlikely, 10=Very Likely)
<b>Navigation</b> (1=Poor, 10=Excellent, Don't Know)	¿Cómo se compara <b>este sitio con su idea de un sitio Web móvil ideal</b> ? <del>¿Cómo se compara <b>estesitio con su idea de un sitio Web móvil</b>?</del>	¿Cuán probable es que recomiende este sitio móvil a otra persona?
Por favor, evalúe la <b>organización de este sitio móvil</b> .		
Por favor, evalúe las <b>opciones de navegación</b> disponibles en este sitio móvil.		
<b>Functionality</b> (1=Poor, 10=Excellent, Don't Know)		
Por favor, evalúe la <b>utilidad de las funciones de este sitio móvil</b> .		
Por favor, evalúe la <b>variedad de funciones de este sitio móvil</b> .		
<b>Content</b> (1=Poor, 10=Excellent, Don't Know)		
Por favor, evalúe la <b>exactitud de la información de este sitio móvil</b> .		
Por favor, evalúe la <b>calidad de la información de este sitio móvil</b> .		

Model Instance Name:  
MedlinePlus Mobile Site  
MID: IVYN0wk15V0E0tVoRU4tRQ==  
Date: 3/1/2008

~~red & strike-through~~: DELETE  
*underlined & italicized*: RE-ORDER  
pink: ADDITION  
blue + -->: REWORDING

MedlinePlus Mobile Site CUSTOM QUESTION LIST

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi
AML000829		What was your <b>primary reason</b> for visiting this mobile site?	Find info on alternative treatments, herbs, or supplements		Radio button, one-up vertical	single

Required Y/N	
Required Y/N	Special Instructions
Y	Skip Logic Group

Model Instance Name:  
MedlinePlus Mobile Site  
MID: E8Fothc9EJMpEZYEd9RoAQ==  
Date: 3/1/2008

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MedlinePlus Mobile Site CUSTOM QUESTION LIST

QID	Skip Logic Label	Question Text	AnswerIDs (DOT)	Answer Choices (limited to 50 characters)	Skip to
ENAML000829		What was your <b>primary reason</b> for visiting this mobile site?	AML000829A01	Find info on alternative treatments, herbs, or supplements	



Type (select from list)	Single or Multi	Required Y/N	Special Instructions
Radio button, one-up vertical	S	Y	Skip Logic Group

Model Instance Name:  
MedlinePlus Mobile Site  
MID: Fkol41JBETM4ZU88RZN5Uw==  
Date: 3/1/2008

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MedlinePlus Mobile Site CUSTOM QUESTION LIST

QID	Skip Logic Label	Question Text	AnswerIDs (DOT)	Answer Choices (limited to 50 characters)	Skip to
SPAML000829		<b>¿Cuál fue la razón principal por la cual visitó este sitio móvil?</b>	SPAML000829A01	Encontrar información sobre tratamientos alternativos, hierbas o suplementos	



Type (select from list)	Single or Multi	Required Y/N	Special Instructions
Radio button, one-up vertical	single	Y	Skip Logic Group

Model Instance Name:  
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MID: Fkol41JBETM4ZU88RZN5Uw==  
Date: 3/1/2008

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MedlinePlus Mobile Site CUSTOM QUESTION LIST

QID	Skip Logic Label	Question Text	AnswerIDs (DOT)	Answer Choices (limited to 50 characters)	Skip to
SPAML000829		¿Cuál fue su principal razón para visitar este sitio móvil?	SPAML000829A01	Encontrar información sobre tratamientos alternativos, hierbas o suplementos	



<b>Type (select from list)</b>	<b>Single or Multi</b>	<b>Required Y/N</b>	<b>Special Instructions</b>
Dropdown (Select-one)	Single	Y	Skip Logic Group